

## ABSTRACT OF THE DISCLOSURE

A method for tracking and rewarding the desirable activities, including providing time and attention of individuals, and performing of tasks at desired times, includes providing an incentive rewards program. Individuals, groups, companies, or families are enrolled in a program. Interactions, including in-person sales presentations, viewing of pre-recorded videos, visits to stores and other facilities, and connections to internet websites are recorded. The level of attention provided by individuals during interactions may be measured directly or by proxies, and rewards are provided in greater amounts for greater lengths of interactions and for higher levels of attention. The timing of performance of tasks, including for example early payment of bills, particularly utility bills may be tracked, and rewarded. Points may be redeemed for goods and services, including include entry in a drawing, enhanced likelihood of winning in a drawing, and enhanced prizes in a drawing. Various factors may be included in determining the number of time points awarded, including the time of day and day of week of accumulation sessions, the length of the accumulation sessions, the activities and tasks accomplished, and purchases completed. The formula may also award a varying number of time points depending on the individual's background profile characteristics, including, but not limited to previous purchase history and previous responses to offers of time points. A central program administrator may maintain records relating to the backgrounds of each enrolled individual, and record awards and administer redemption of awards for earned time points.